



U.S. Army 2005 MWR Leisure Needs Survey Results

Fort Richardson Alaska

BRIEFING OUTLINE

Fort Richardson

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

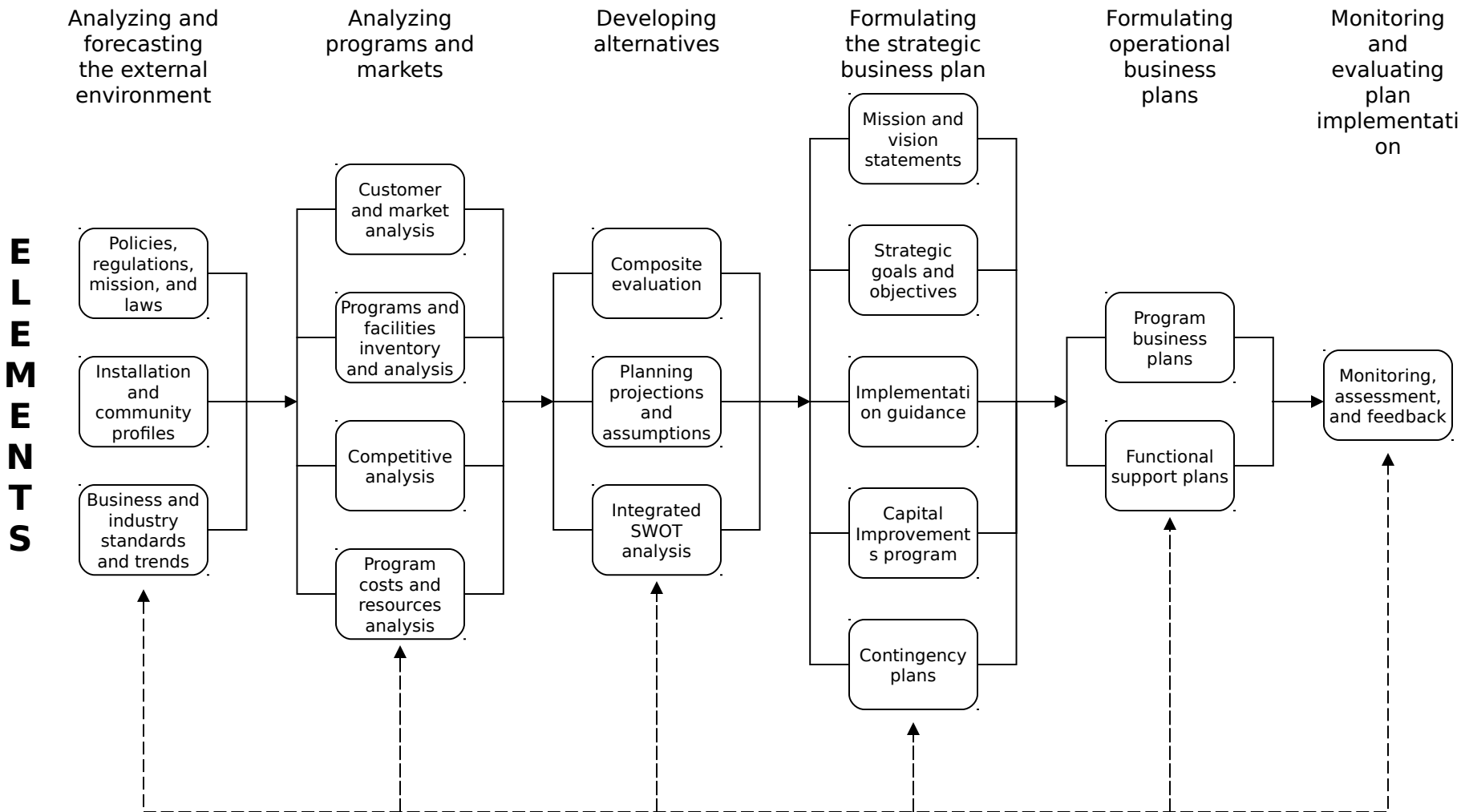
▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Richardson

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,173 surveys were distributed at Fort Richardson



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Amy:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Richardson:					
Active Duty	3,306	1,156	423	36.59%	±4.45%
Spouses of Active Duty	1,599	1,241	191	15.39%	±6.65%
Civilian Employees	1,638	764	218	28.53%	±6.18%
Retirees	2,026	1,012	264	26.09%	±5.62%
Total	8,569	4,173	1,096	26.26%	±2.76%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

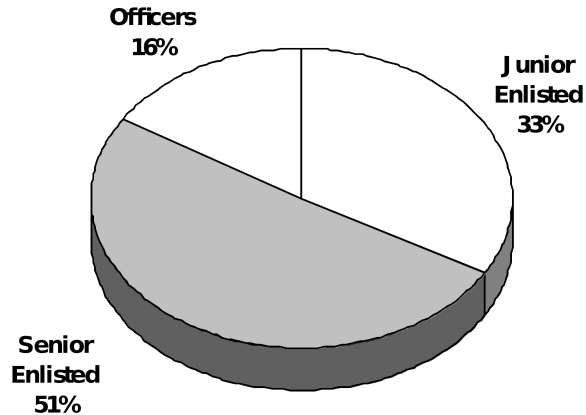
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

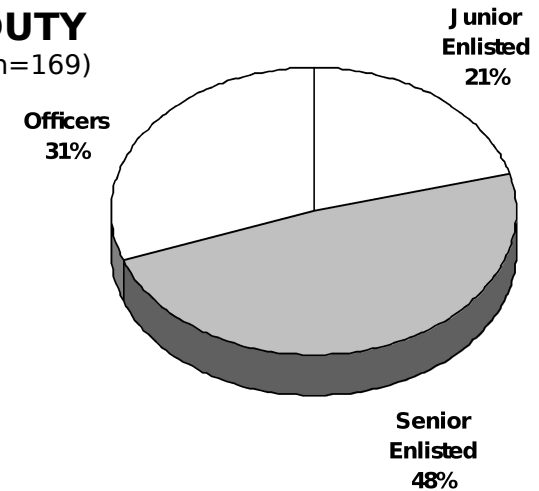
ACTIVE DUTY

(n = 143)



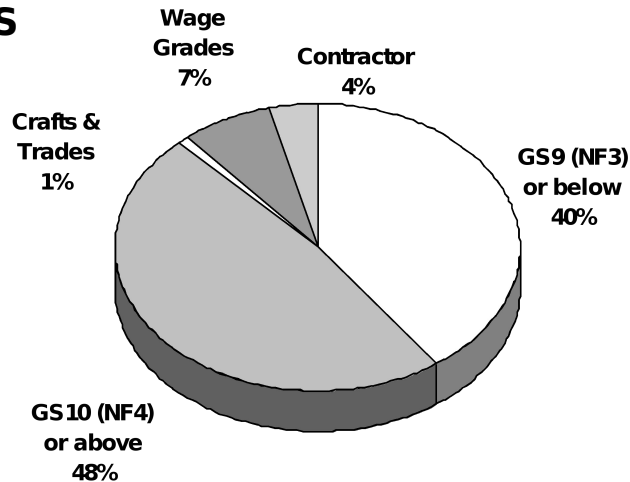
SPOUSES OF ACTIVE DUTY

(n=169)



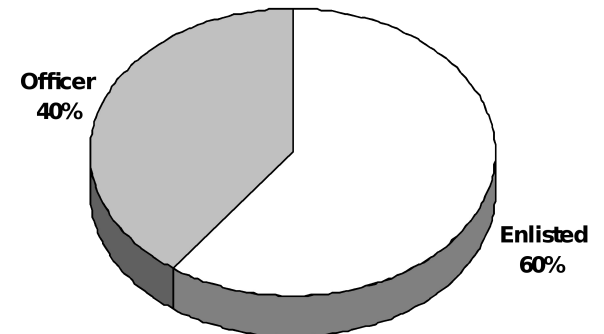
CIVILIANS

(n = 213)



RETIREEES

(n = 213)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Richardson

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FT. RICHARDSON

Fort Richardson

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	66%
Swimming Pool	46%
Car Wash	40%
Post Picnic Area	36%
Library	34%

LEAST FREQUENTLY USED FACILITIES

BOSS	6%
School Age Services	7%
Golf Course Pro Shop	9%
Child Development Center	10%
Youth Center	10%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. RICHARDSON*

Fort Richardson

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.49
Arts & Crafts Center	4.36
Golf Course	4.35
Automotive Skills	4.33
Swimming Pool	4.33

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash	3.39
BOSS	3.81
Child Development Center	3.84
School Age Services	3.86
Multipurpose Sports/Tennis Courts	3.98

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FT. RICHARDSON*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.32
Swimming Pool	4.26
Golf Course	4.25
Arts & Crafts Center	4.24
Library	4.21

FACILITIES WITH LOWEST QUALITY RATINGS*

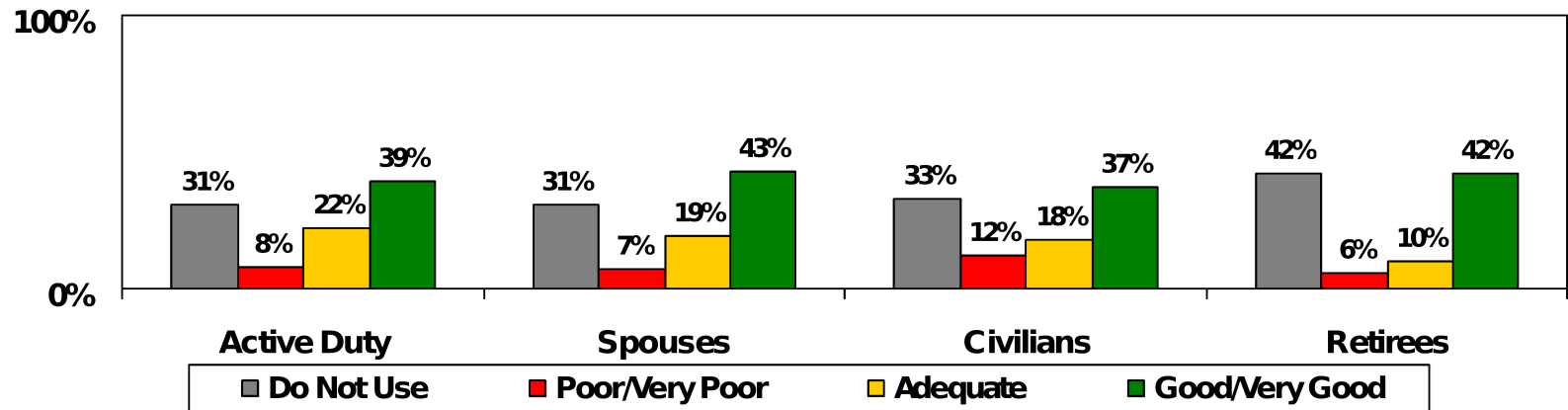
Car Wash	3.23
School Age Services	3.70
Child Development Center	3.81
BOSS	3.84
Athletic Fields	3.94

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

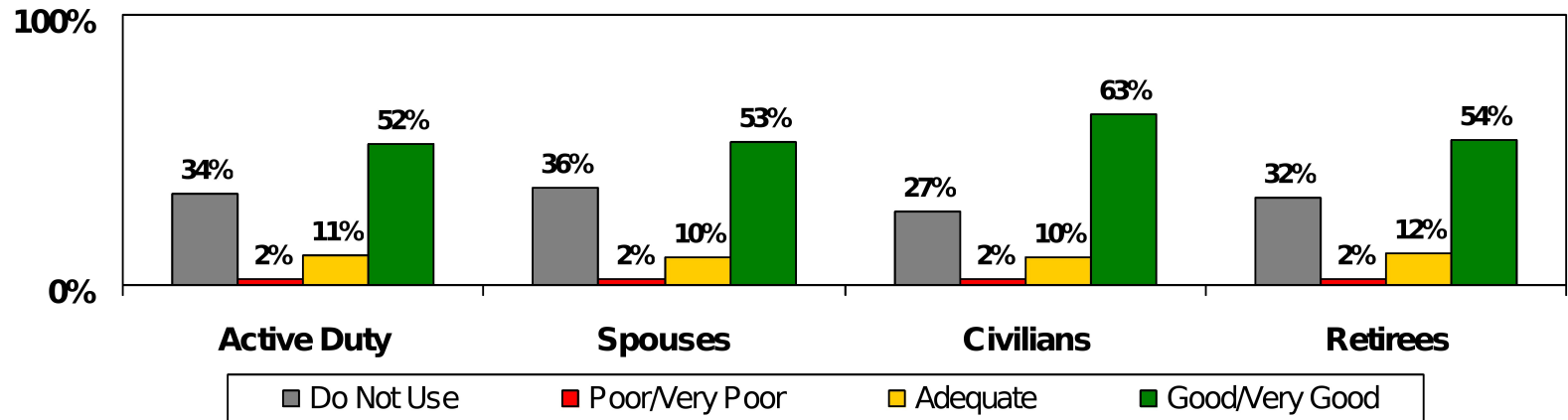
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Richardson

Quality of On-Post Services



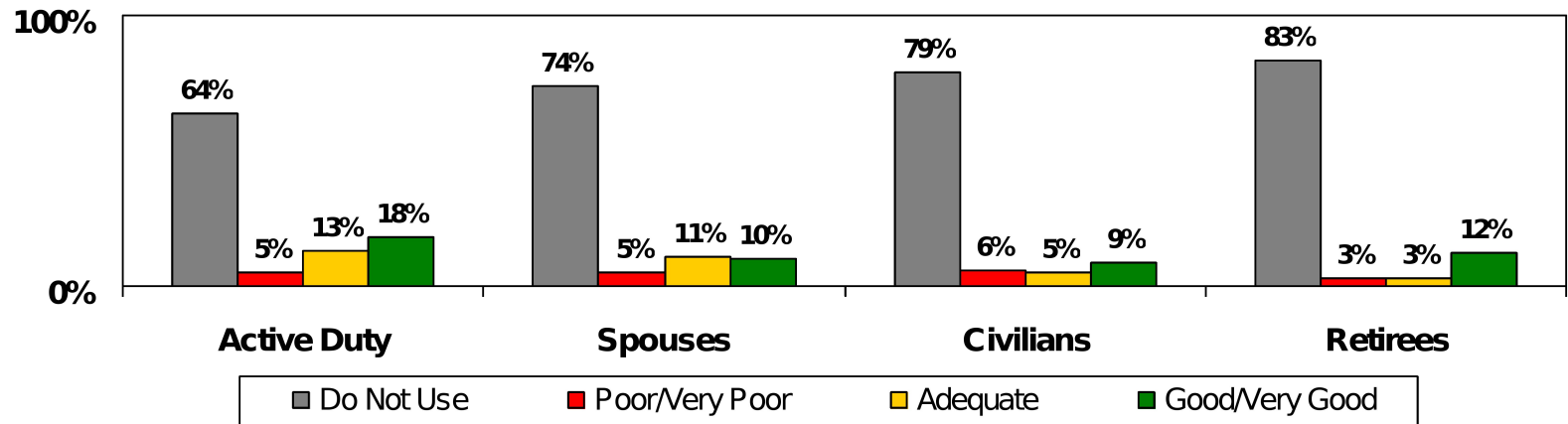
Quality of Off-Post Services



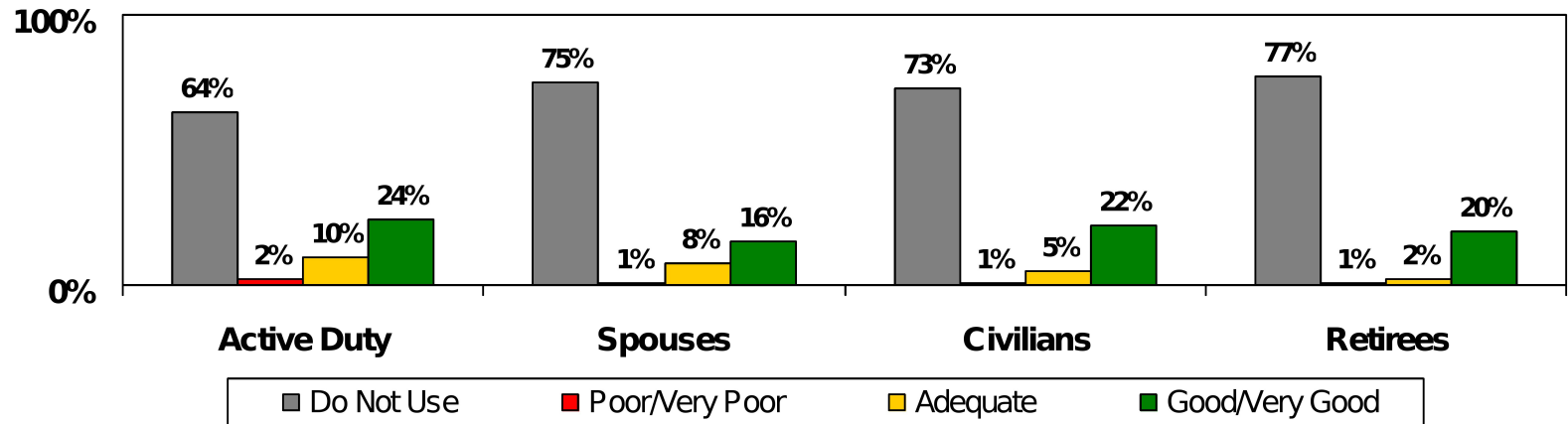
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Richardson

Quality of On-Post Services



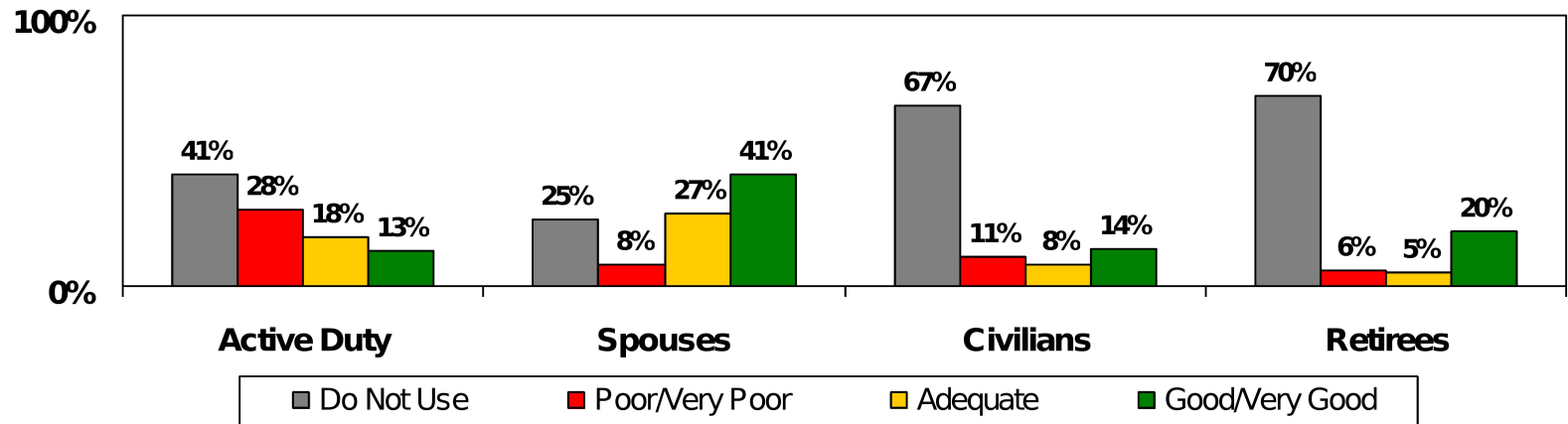
Quality of Off-Post Services



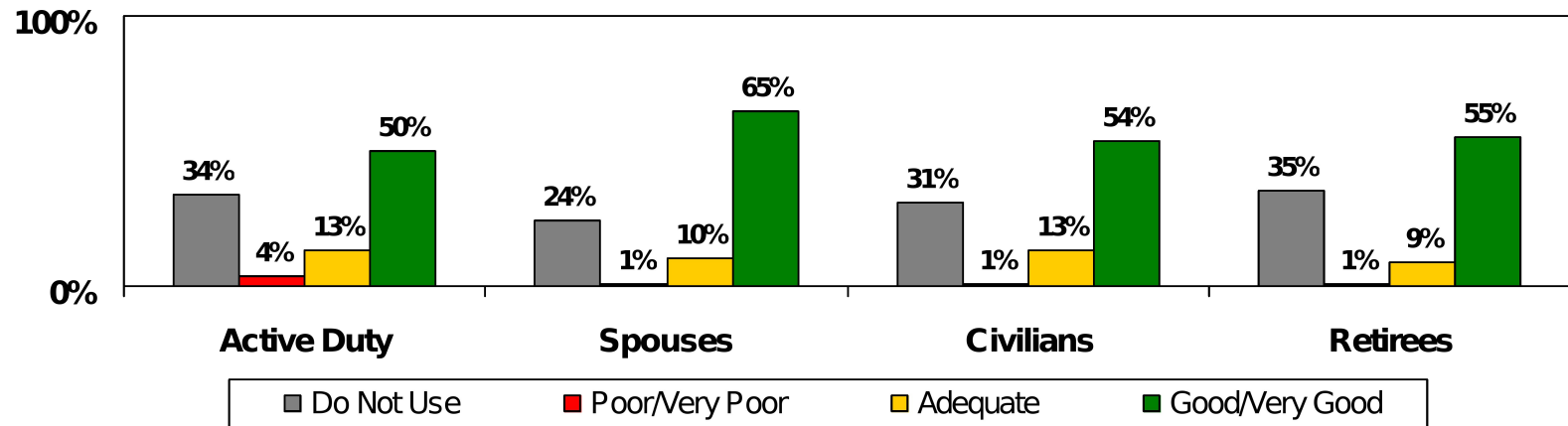
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

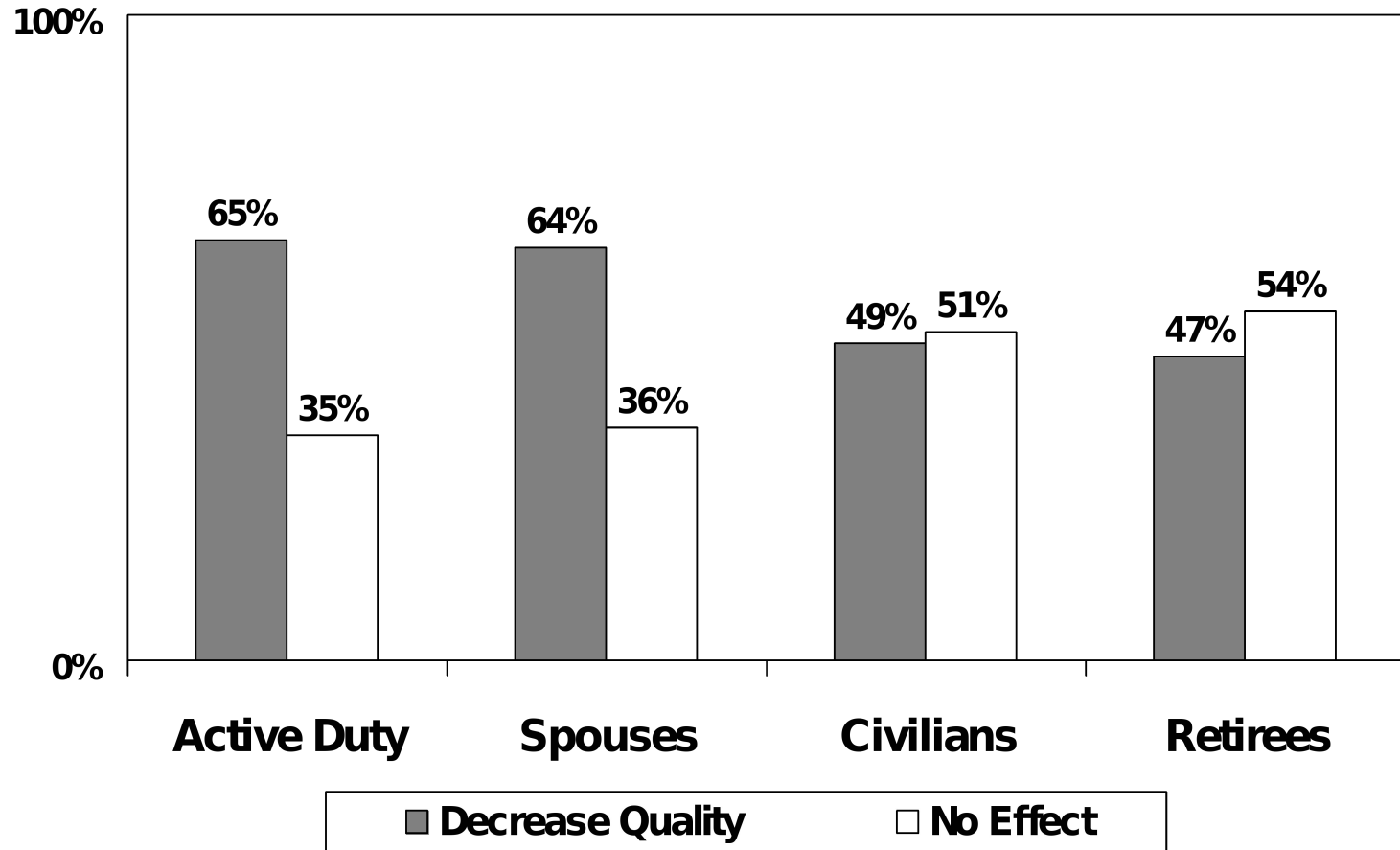


Quality of Off-Post Services



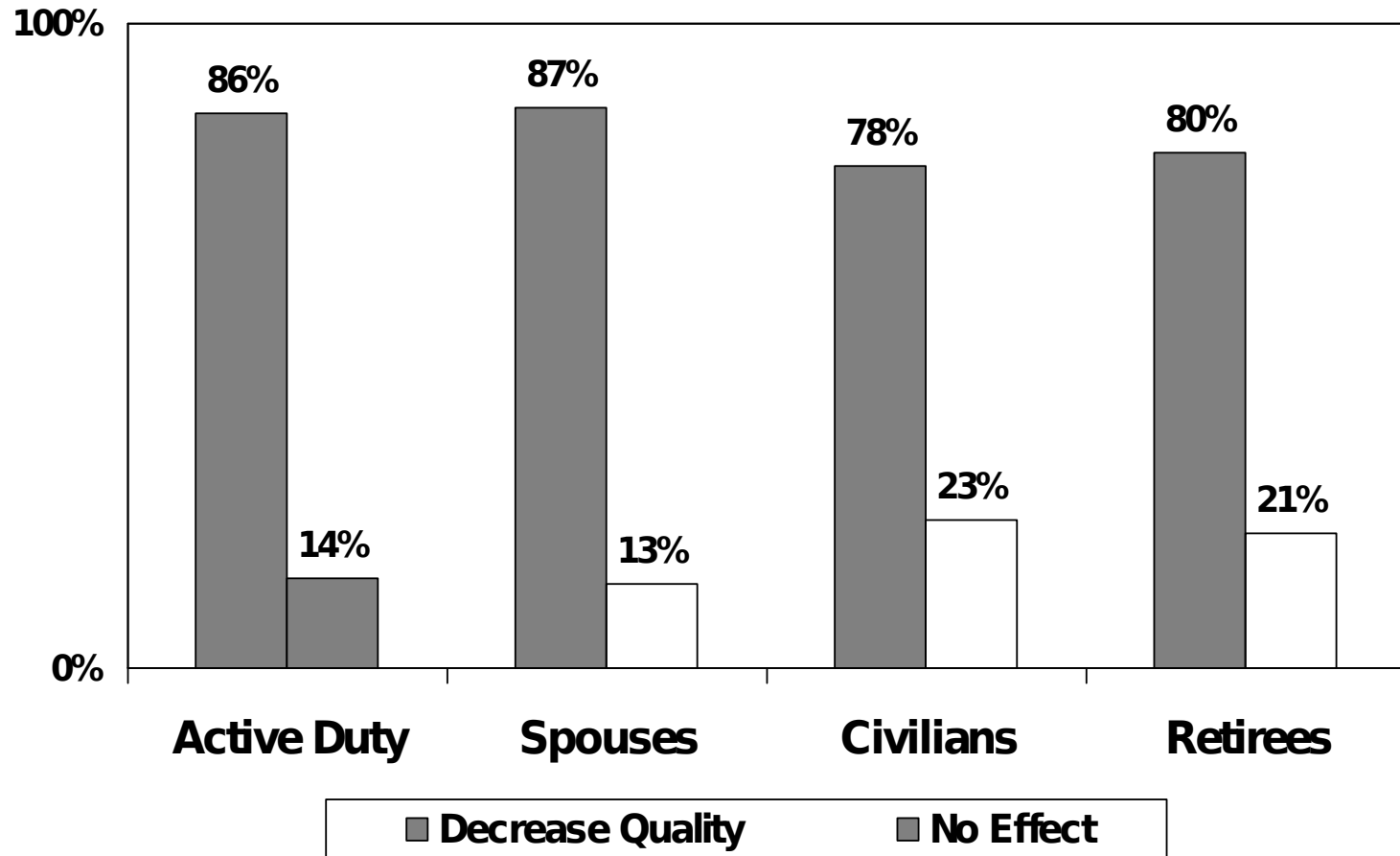
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Richardson



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Army Lodging	74%
Library	51%
Child Development Center	50%
Swimming Pool	48%
Youth Center	48%
School Age Services	38%

Bowling Pro Shop	61%
Golf Course Pro Shop	59%
RV Park	49%
Golf Course Food & Beverage	49%
Clubs	47%
Multipurpose Sports/Tennis Courts	44%
Golf Course	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Richardson

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	22%	18%	46%	14%	24%
E-mail	29%	35%	53%	16%	32%
Friends and neighbors	32%	49%	30%	27%	34%
Family Readiness Groups (FRGs)	17%	42%	2%	3%	16%
Bulletin boards on post	40%	31%	33%	27%	34%
Post newspaper	41%	69%	49%	45%	49%
MWR publications	33%	37%	46%	27%	35%
Radio	1%	1%	1%	3%	2%
Television	6%	16%	5%	5%	7%
My child(ren) let(s) me know	5%	7%	4%	1%	4%
Other unit members or co-workers	32%	16%	32%	9%	24%
Unit or post commander or supervisor	23%	10%	10%	2%	13%
Marquees/billboards	23%	27%	28%	16%	23%
Flyers	35%	24%	41%	32%	33%
Other	8%	5%	8%	10%	8%
I never hear anything	10%	6%	1%	21%	10%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	78%	92%
Better Opportunities for Single Soldiers	65%	N/A
Army Community Service	60%	62%
MWR Programs and Services	75%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Richardson

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	78%	22%
Outreach programs	52%	67%	33%
Family Readiness Groups	76%	76%	24%
Relocation Readiness Program	67%	83%	17%
Family Advocacy Program	69%	76%	24%
Crisis intervention	58%	70%	30%
Money management classes, budgeting assistance	68%	77%	23%
Financial counseling, including tax assistance	68%	77%	23%
Consumer information	45%	63%	37%
Employment Readiness Program	57%	71%	29%
Foster child care	39%	49%	51%
Exceptional Family Member Program	66%	71%	29%
Army Family Team Building	62%	73%	27%
Army Family Action Plan	54%	69%	31%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	88%	12%
Outreach programs	46%	84%	16%
Family Readiness Groups	86%	88%	12%
Relocation Readiness Program	79%	92%	8%
Family Advocacy Program	77%	87%	13%
Crisis intervention	52%	71%	29%
Money management classes, budgeting assistance	67%	79%	21%
Financial counseling, including tax assistance	71%	84%	16%
Consumer information	27%	79%	21%
Employment Readiness Program	69%	72%	28%
Foster child care	16%	57%	43%
Exceptional Family Member Program	73%	74%	26%
Army Family Team Building	63%	84%	16%
Army Family Action Plan	52%	89%	11%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	55%	53%
Personal job performance/readiness	57%	64%
Unit cohesion and teamwork	57%	64%
Unit readiness	59%	76%
Relationship with my spouse	50%	48%
Relationship with my children	51%	51%
My family's adjustment to Army life	54%	68%
Family preparedness for deployments	61%	77%
Ability to manage my finances	49%	42%
Feeling that I am part of the military community	53%	67%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	75%	89%
Helps minimize lost duty/work time due to lack of child care/youth services	81%	89%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	63%	62%
Allows me to work outside my home	75%	89%
Allows me to work at home	60%	82%
Offers me an employment opportunity within the CYS program	63%	80%
Allows me/my spouse to better concentrate on my/our job(s)	75%	82%
Provides positive growth and development opportunities for my children	74%	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	57%
Personal job performance/readiness	59%
Unit cohesion and teamwork	55%
Unit readiness	55%
Ability to manage my finances	55%
Feeling that I am part of the military community	58%
Relationship with my children (single parents)	59%
My family's adjustment to Army life (single parents)	59%
Family preparedness for deployments (single parents)	52%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Entertaining guests at home	57%
Watching TV, videotapes, and DVDs	54%
Internet access/applications (home)	54%
Going to movie theaters	50%
Fishing	50%
Camping/hiking/backpacking	43%
Going to beaches/lakes	37%
Special family events	35%
Cardiovascular equipment	35%
Automotive detailing/washing	32%

Top 5 for Spouses of Active Duty

Entertaining guests at home	73%
Internet access/applications (home)	69%
Going to movie theaters	63%
Watching TV, videotapes, and DVDs	58%
Special family events	53%

Top 5 for Civilians

Entertaining guests at home	62%
Internet access/applications (home)	60%
Watching TV, videotapes, and DVDs	60%
Fishing	54%
Going to movie theaters	53%

Top 5 for Active Duty

Entertaining guests at home	45%
Going to movie theaters	43%
Watching TV, videotapes, and DVDs	43%
Internet access/applications (home)	42%
Fishing	38%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	74%
Fishing	68%
Entertaining guests at home	58%
Internet access/applications (home)	56%
Going to movie theaters	48%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	11%
Softball	10%
Soccer	10%
Touch/flag football	8%
Volleyball	7%

Outdoor Recreation

Fishing	50%
Camping/hiking/backpacking	43%
Going to beaches/lakes	37%
Picnicking	31%
Bicycle riding/mountain biking	30%

Social

Entertaining guests at home	57%
Special family events	35%
Night clubs/lounges	29%
Dancing	22%
Happy hour/social hour	20%

Sports and Fitness

Cardiovascular equipment	35%
Walking	31%
Weight/strength training	28%
Running/jogging	27%
Bowling	20%

Entertainment

Watching TV, videotapes, and DVDs	54%
Going to movie theaters	50%
Attending sports events	26%
Festivals/events	24%
Plays/shows/concerts	22%

Special Interests

Internet access/applications (home)	54%
Automotive detailing/washing	32%
Automotive maintenance & repair	32%
Gardening	29%
Digital photography	28%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	28%	N/A	28%
Internet access (library)	27%	N/A	27%
Cardiovascular equipment	26%	9%	35%
Watching TV, videotapes, and DVDs	23%	31%	54%
Reference/research services	22%	N/A	22%
Weight/strength training	21%	7%	28%
Running/jogging	20%	8%	27%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

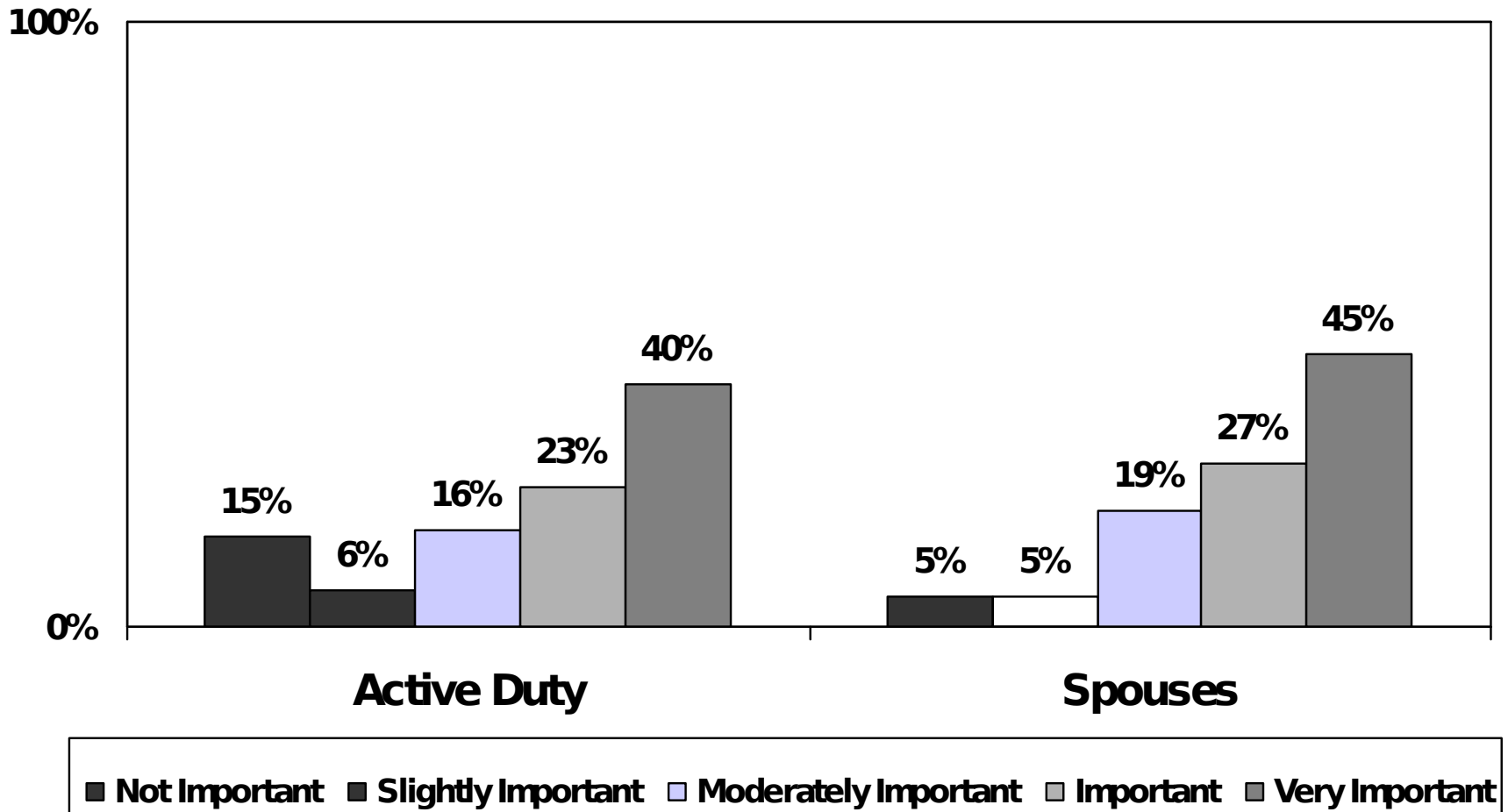
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	3%	44%	54%
Automotive detailing/washing	11%	10%	11%	32%
Automotive maintenance & repair	16%	7%	9%	32%
Gardening	2%	2%	26%	29%
Digital photography	2%	7%	18%	28%
Computer games	2%	0%	20%	23%
Trips/touring	1%	12%	0%	13%

*Top 7 special interest activity preferences ranked by overall participation.

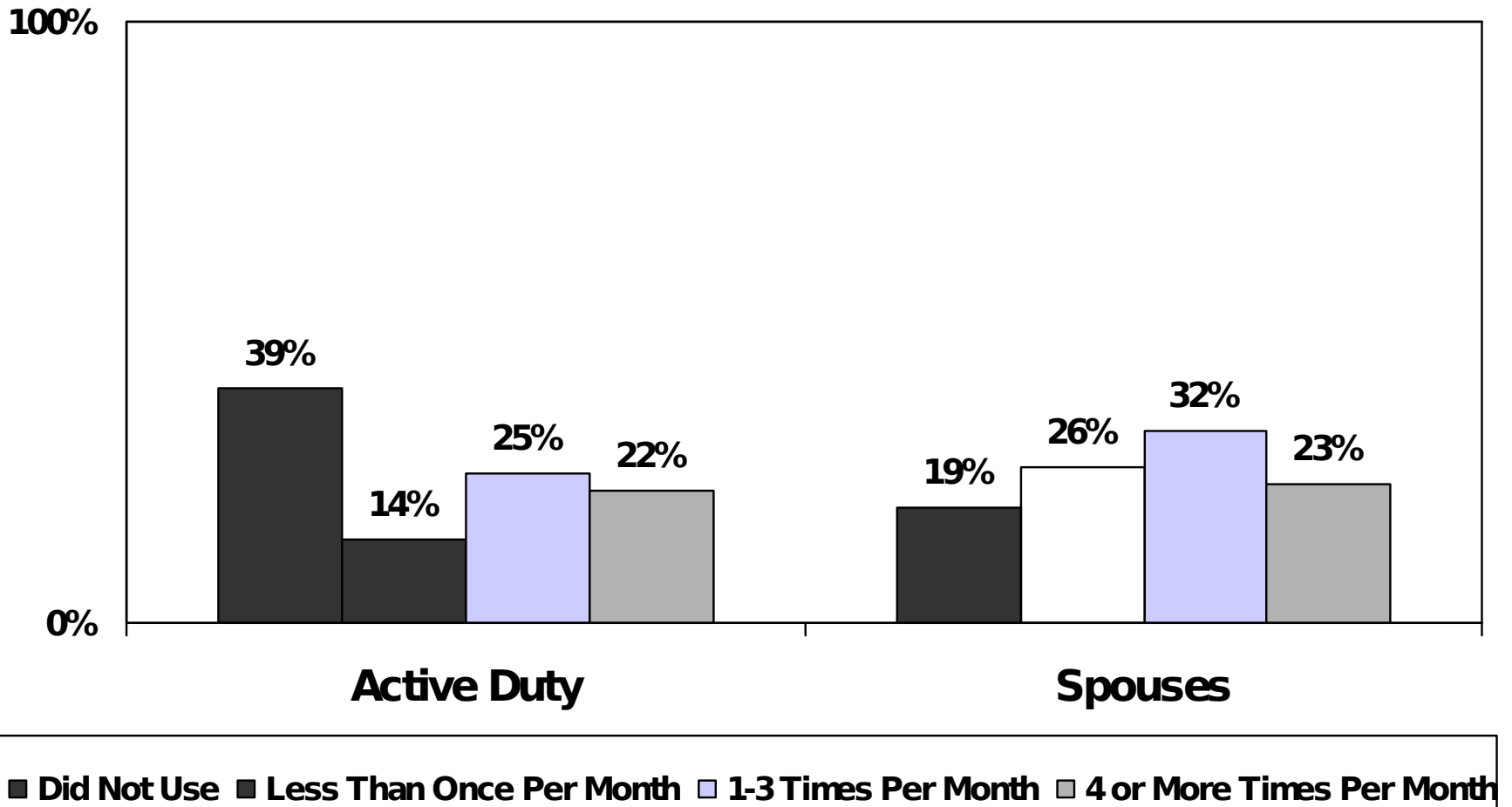
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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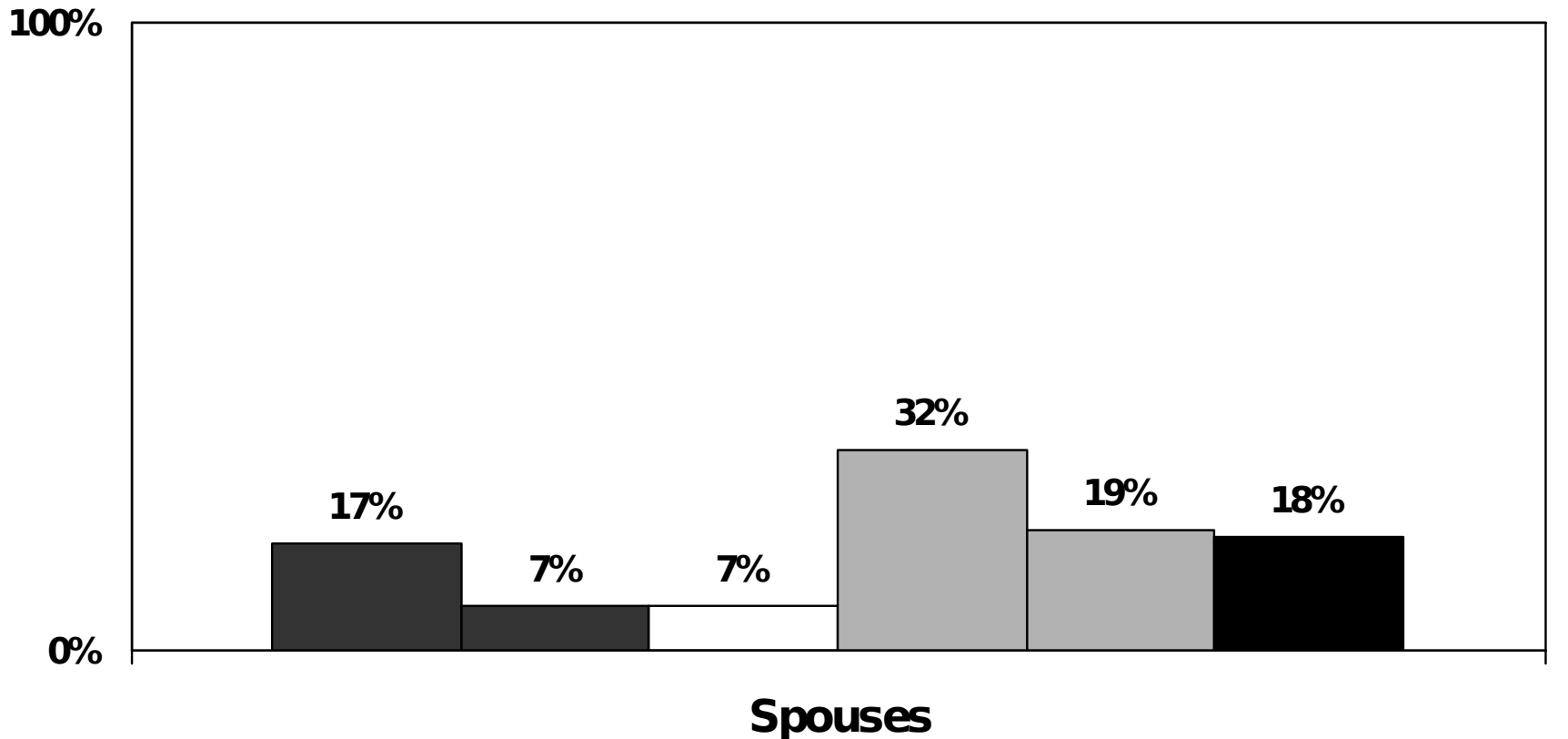
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	19%
Probably will not make military a career	11%
Undecided	23%
Probably will make military a career	16%
Definitely will make military a career	30%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	11%
Not Sure	23%
Yes	66%

NEXT STEPS

Fort Richardson

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)